R. J. REYNOLDS
Tobacco Company

S. G. Steen
Region Business Mgr.

150 Lawrence Bell Drive, Ste. 108
Williamsville, NY 14221
716-634-3143
Fax: 716-634-3145

February 13, 1995
SENT VIA FAX

To: R. R. Steele
R. J. Westenberger
K. L. Myers
T. A. McMahon

SUBJECT: ***Cigarette Outlet Program***

Gentlemen:

I have analyzed our spending through the 1st 2 weeks of February and determined that we can support flighted gap defense funding in CO's.

Effective immediately, you can have your reps calling on Cigarette Outlets, including Indians, prebook a special promotion (Floorbase only) on Base Winston and Select, ***not to exceed*** 1 week's business or a maximum of 20 cases, whichever is less.

The dollar amount of the discount per carton must still be in line with whatever the gap is at the store, not to exceed $4.00 per carton.

Also, wherever possible, as we discussed on our conference call, the floorbase displays should be placed as close as possible to savings sections.

Should you have any questions, give me a call.

Good Selling!

Sincerely,

S. G. Steen
SGS:am
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